

FDI NEWSLETTER



**BIG Setia Alam
Officially
Turns
Profitable !**

**"1st Monthly Meeting with
LKPP CORP On Makmur
Farm Operation Progress"**



BIG Setia Alam Officially Turns Profitable !

After operating for **7 months**, BIG Setia Alam has successfully turned profitable. The projected profit is expected to reach **RM 10,000**, with the performance in May estimated to exceed **RM 360,000** or even higher. The gross margin has reached **12%**.

This achievement can be attributed to the dedication and hard work of our sales team and retail staff, who have played a crucial role in driving the company's profitability.

Moreover, the performance continues to show positive growth.



A Word From Sales Team

Drag Lau & Eugene Lau



In April, my monthly sales increased from **RM17,000** to **RM110,000**, representing a growth of **547%**.

Moving forward, I will be focusing on exploring more stores in the **Sunway, Kota Kemuning, Damansara and Rimbayu** area. I have learned that expanding widely is more important than going deep into a single area.

By the end of May, my goal is to approach **100** new customers and continue expanding my customer base.



In April, my monthly sales experienced a significant growth, increasing from **RM5,000** to **RM20,000**, which represents a remarkable growth rate of **300%**.

Moving forward, my aim is to reach **RM50,000** to achieve a breakthrough. I plan to target all the **Universiti Teknologi MARA (UITM) campuses and secondary schools** because they have a consistent demand for products, particularly the Pinnacle Taste product from UITM.





Challenge:

Anticipating a Sales Slowdown After Hari Raya

In relation to frozen food, Hari Raya can also have an impact on sales. Before Hari Raya, there is often a higher demand for frozen food items such as frozen meat, seafood, chicken as people stock up on convenient and easy-to-prepare food options for the busy festive period.

However, after Hari Raya, the demand for frozen food may experience a decline as people return to their regular routines and may pick for fresh or home-cooked meals instead. Even after Hari Raya, there will be customers who will be looking to procure food ingredients for their open house gatherings as part of their Hari Raya festivities.

It's important for retailers in the frozen food industry to be aware of these seasonal fluctuations and adjust their inventory and marketing strategies accordingly.

Solution:

Boosting Marketing Initiatives

In order to capture the attention of new customers, we are intensifying our marketing initiatives by highlighting popular products such as chicken breast (BB), chicken chop, beef FQ slice, and lamb shoulder.

Our sales team is implementing both broad and in-depth strategies to expand our customer base and drive sales growth.

We have introduced exciting promotions to attract new customers. For any new customer who makes a purchase of RM299 or more, they will receive a complimentary box of squid rings or a box of French fries as a special bonus.

BIG FROZEN
big thing - small price

Super Deal!!!

Minimum purchase
RM299 only

let's us be your business partner

1 Carton **FREE**
French Fries
RM87

OR

1 Carton **FREE**
Sotong Ring
RM92

Today Only !!

ORDER NOW

Drag Lau (Sales Manager)
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Upcoming

"1st Monthly Meeting with LKPP Corp On Makmur Farm Operation Progress"

We having first monthly meeting with LKPP Corp to update our progress at Makmur Farm.

The purpose of the monthly meetings is to provide LKPP with progress updates and also highlight the areas that need their assistance.

So far, we covered some key items which will ensure a smooth operation at the farm.

- Worker's Accommodation
- MyGap and FQC Certificate Renewal
- Disposal of Certain Assets
- Procurement of Internal Excavator
- Security Issues

Stay tuned for more updates next month !